In my local community, KLOVE, serves the people with news, events, positive music, and pertinent advertisements to my life. If KLOVE were displaced by an LPFM, THOUSANDS of people would not turn their radio on at all and thus miss out on much important information. The public has invested in KLOVE for many reasons and KLOVE serves the public in return with a professional and positive influence suitable for the whole family. OUR society is better with KLOVE.